

Organization Name: Visit Southeast Montana Project Name: Coop Marketing- Powder River Chamber Application Completed by: John Brewer	Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
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Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Visit Southeast Montana has offered Cooperative Marketing Grants to non-profit tourism related businesses throughout the region and has asked for applications to be submitted. In the application, It is stated that the successful applicant must show that the project for which funds are being requested will benefit Southeast Montana Tourism by increasing tourism to the region. All TAC regulations must be met in order for funding to be given.

The Powder River Chamber of Commerce in Broadus, MT has requested funds to create permanent signage providing wayfinding directing visitors to the historic Reynolds Battlefield. They have also requested funds to design and print brochures for the same purpose. If approved, these funds would be used for design and printing of brochures and creative and placement for a billboard.

Much like the Little Bighorn Battlefield, the majority of the Reynolds Battlefield is on private property. This will not adversely impact the experience of visiting the battlefield because the road approaching the battlefield is public. The brochure included in this application will provide interpretation of the battle and help visitors understand what they are looking at. There is a small monument marking the battlefield. The monument can be easily seen and read by standing on the road. However, if visitors would like to walk around the monument, they must walk on private land. The landowner has given permission for visitors to enter his land to see the battlefield. His written consent is attached to this application.

Also attached is a photo of the monument. The fence in the photo marks the boundary between public and private land. It should be noted that the landowner is in the process of attempting to sell his ranch. We have been informed that BLM is interested in purchasing the land to protect the battlefield. Increased tourism to the site will help them reach this goal.

Funds for this project will be taken from the Cooperative Marketing line item under Marketing Support in the Visit Southeast Montana Annual Budget Overview.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Website Visits
- Consumer Database
- Stakeholder Report Card

Refer to the portions of your marketing plan, which support this project. Relevant portions of the marketing plan are on page 11 of the narrative portion.

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives

How does this project support the Strategic Plan?

- This project will support the Strategic Plan for 2013

Detail Pages attached: Yes ☒
 No

Southeast Montana Tourism Coop Marketing- Evelyn Cameron Heritage, Inc.

	State Tourism Funds	Other Funds	Total
PRINT PROJECTS- Design and Printing (both design and printing will be undertaken by the same organization in a single contract)	\$332	\$332	\$664
BILLBOARDS- Creative	\$475	\$475	\$950
BILLBOARDS- Placement	\$550	\$550	\$1,100
Total	\$1357	\$1357	\$2,714
Project Total	\$1357	\$1357	\$2,714

PRINTED MATERIALS

Publication Reynolds Battlefield Brochure

Quantity 1,000 Size Tri-folded

Ad Sales (Yes or No) No Percentage n/a

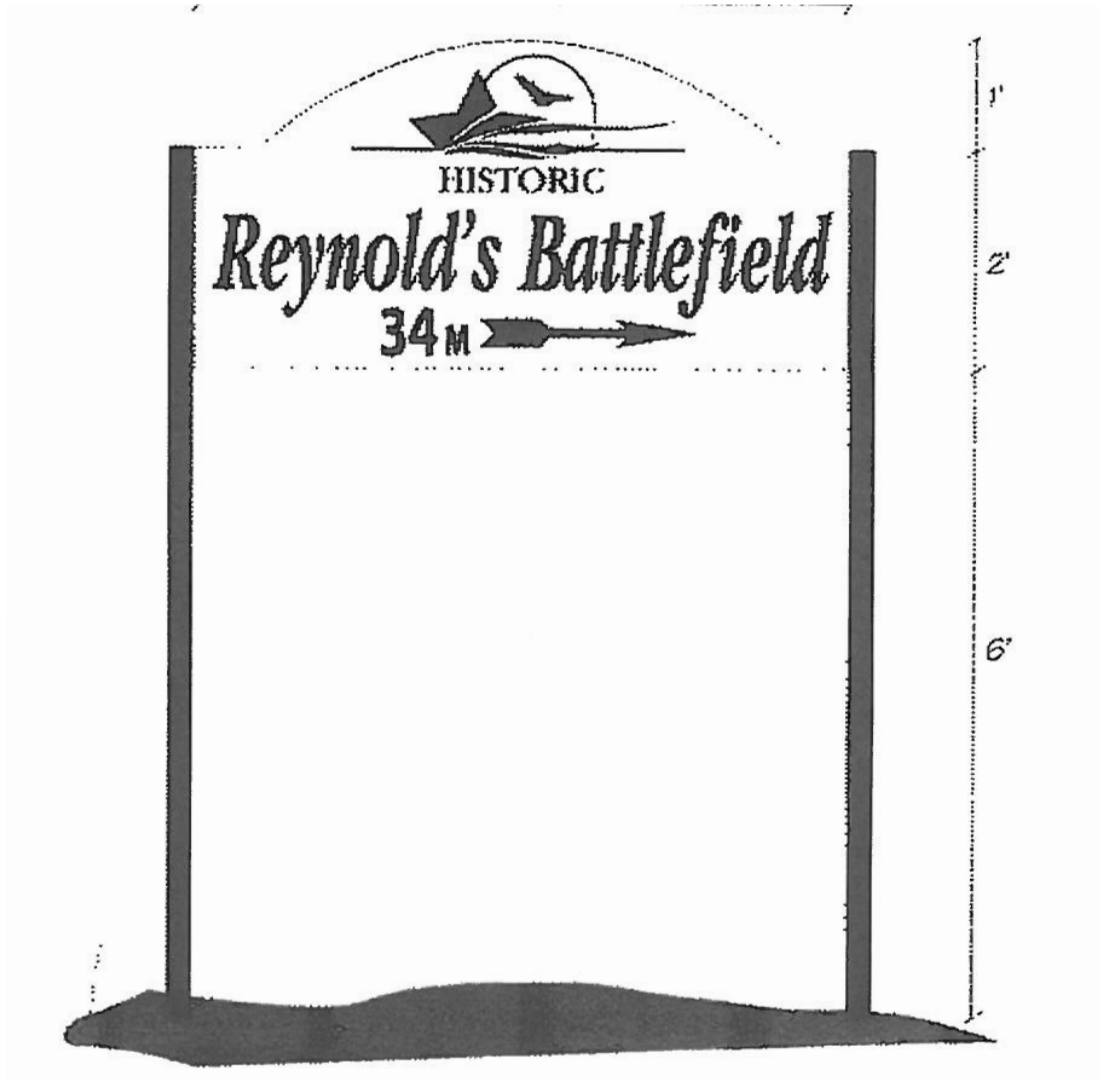
Distribution Plan At Battlefield Monument, Broadus VIC, neighboring VICs

BILLBOARD

Location: Junction of Moorhead Road 391 and Highway 212

Size 6' x 3'

Description: The sign will be created using metal so as to withstand weather and time. It is located at a point along the highway where vehicles as they approach the town Broadus. will be sided.





Broadus, Montana 59317

May 1, 2013

To Whom it May Concern:

I am aware the Powder River Chamber is interested in placing a sign at the intersection of Highway 212/59 and Road 391 near Broadus to advertise for the Reynolds Battlefield.

The Battlefield Monument sits along Road 391 on my property.

I give my permission for visitors to visit the Battlefield Monument.

Signed:

A handwritten signature in cursive script, appearing to read "Kenneth Greslin".

Ken Greslin